



PR BOUTIQUES INTERNATIONAL™

OPTIMISM

92% of members are optimistic about the future of the PR industry.

100% of members are optimistic about their firm's future



SATISFACTION



95% of members have a "good to excellent" impression of PRBI.

100% of PRBI members are satisfied with their membership

a 25% increase from 2012



100% of members are likely to renew their PRBI membership

a 17% increase from 2012



100% of members are likely to recommend PRBI to a colleague



REFERRALS



Average fees from referrals:

\$13,668 USD

VALUE ADDED

85% of members find Best Practice Sharing valuable

86% of members find the Annual General Meeting valuable



EXPERIENCE

11+ years

67% of firms have been operating for 11+ years

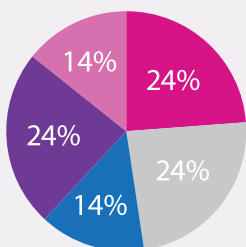
20 years

64% of members have been working in public relations for more than 20 years



100% of members hold a Bachelor's Degree or higher

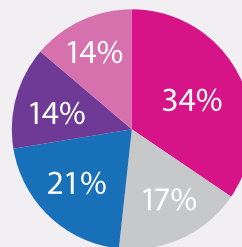
WHAT INDUSTRIES DO YOU WORK WITH MOST?



Top Five

- Food/Beverage
- Health/Medical
- Professional Services
- Travel/Tourism/Hospitality
- Consumer Products

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR PRIMARY SPECIALTY?



Top Five

- Media Relations
- Business-to-Business
- Corporate Communications
- Integrated Marketing
- Crisis Management